INFORMATION LETTER

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Next Issue of *Letter* To Be Published Nov. 27

This issue of the INFORMATION LETTER, reporting the proceedings of the Board of Directors meeting in Chicago November 12, takes the place of the issue which would have been published this Saturday, November 20. In event of developments requiring immediate action, information will be supplied the members by special bulletin. The next regular issue of the LETTER will be dated and mailed November 27.

N.C.A. Joins in Brief Urging Increased Sugar Quota in '49

The National Canners Association joined with ten other trade associations representing industrial users of sugar in the presentation on November 15 of a statement to the Department of Agriculture urging the establishment of a sugar consumption quota for 1949 not less than 7,940,000 tons. The action was in line with a similar appearance made in December, 1947 pursuant to Section 201 of the Sugar Act which provides that the Secretary of Agriculture shall determine for each calendar year the amount of sugar needed to meet requirements in the continental United States.

Representatives of domestic beet sugar producers have recommended that the consumption figure for 1949 be established as low as 6,900,000 tons.

The testimony on behalf of the industrial users pointed out that deliveries for the 12 months ending October 31, 1948 amounted to 7,140,000 tons. Added to this, it was concluded, should be an adjustment of 448,000 tons for excess inventories delivered in the previous 12 month period but consumed in the current 12 months. Making an allowance for an increase of 125,000 tons due to population growth in 1949 and an allowance for demand conditions of 227,000 tons brought the total requirement figure for 1949 to the recommended 7,940,000 tons.

The statement on behalf of the major sugar using industries was presented at the hearing by Mr. Harold O. Smith of the U. S. Wholesale Grocers Association.

Directors Consider Wide Array of N. C. A. Problems, Activities

In one of the best attended meetings of recent years the Board of Directors of the National Canners Association gave consideration to such matters as N.C.A. finances, Convention plans, nutrition research, the building program, public relations activities, agricultural policy and basing point pricing, at its all-day session, November 12, in Chicago.

From the moment when President Howard T. Cumming (using a new gavel; see story on page 370) opened the proceedings, until final adjournment late in the day, interest remained high and participation by individual Directors was widespread.

Following the report of Chairman Emil Rutz of the Finance Committee, the Board adopted a recommendation of the Administrative Council that an increase of Association dues should be taken under consideration and that at the January meeting the Finance Committee should recommend what the dues should be. In the meantime the Budget Committee is making a thorough study of the Association's income and budget situation. (See story on Budget Committee activities on page 367.)

The Directors then heard a report on plans for the 1949 Convention by Chairman Robert A. Friend of the Convention Committee. In this report Mr. Friend pointed up the planning of program details and stressed the manner in which the time-schedule had been worked out with the other participating groups so as to fulfill an important and traditional function of N.C.A. Conventions —namely to afford the fullest time and opportunity for canner-broker-buyer-supplier contacts. The Board deplored the fact that Convention facilities made it impracticable for all associations to meet together officially as usual in 1949, and in recognition of the mutual interests of all these groups was of the opinion that efforts should be made to obtain Convention facilities that would permit the holding of a Convention at which all the groups involved could participate officially. To implement this, the Board passed a motion recommending that the Convention Committee be instructed to contact the National Food Brokers Association and request them to appoint a committee to consider plans for future conventions. (The full report of the Convention Committee is reproduced on page 367.)

In discussing "The Washington Scene" at the Board meeting, H. Thomas Austern, Association counsel, offered for consideration a wide variety of national questions, culminating in a detailed

discussion of the recent changes in the legal rules controlling delivered price selling, freight absorption, and how and when a seller may meet competition.

On the basis of the recent election returns, he indicated that the ECA program undoubtedly will be continued with an appropriation of between five and six billion dollars for foreign relief and rehabilitation. The possibility that the Truman victory might be utilized by the Russians as the basis for a change in position in the direction of peaceful settlement of the pending controversial issues was also considered.

Pointing out that World War II has not yet been legally ended and that the Federal Government is able to exercise broad powers in a period of national emergency, Mr. Austern directed attention to the possible inability of the civilian economy to support an intensive military program without further governmental controls. Unprecedented employment of 60 million workers, with virtually no current unemployment, was contrasted with the 1940 unemployment figure of 12 millions. The population of the United States has increased since 1930 by 23½ millions—or about twice the entire population of Canada. The Federal Reserve Board Index of Production stands at about 190, a virtual peacetime record, he reported.

Any increased military effort will necessarily invade civilian production and result in expanded Federal regulation of industrial activity, Mr. Austern said.

In reporting on the part played by the farm vote in the recent election, it was suggested that the prospects were very small for any diminution in agricultural controls—in price support programs, marketing controls, and appropriations for agricultural research.

As to labor, the probable amendment of the Taft-Hartley Act was considered as well as the reported possibility of further rounds of wage increases. It was suggested that labor rates undoubtedly could not be lowered, and there is a considerable expectation of sustained purchasing power, Mr. Austern said.

In this connection the Board members were invited to consider the effect on non-seasonal operations of the *Bay Ridge* decision requiring payment of overtime-on-overtime where premium pay is given for Saturdays, Sundays or holidays (See INFORMATION LETTER of July 17, pp. 267, 273).

The possibilities of increases in the Federal minimum wage, and legislative attempts to modify existing canning industry exemptions were also considered.

Press Releases on Nutrition Are Available to Canners

The various press releases prepared for the N.C.A.'s nutrition press conference last week and reproduced in the November 13 issue of the INFORMATION LETTER are available to canners who might care to bring them to the attention of editors and writers of food columns, science writers, business page columnists, or national defense writers. It is urged that canners take advantage of any opportunity to gain publicity for knowledge gained through the N.C.A.-CMI nutrition research program.

The possibility of further price controls, at least in terms of "standby" powers, was examined. The possibility of a full-blown OPA was discounted unless the country gets into war.

In reporting on taxes, Mr. Austern suggested that the hoped for technical tax revisions, embodied in H. R. 6712, possibly would not be realized. Whether taxes would be increased—by an increase in the basic corporate tax rate, by the reimposition of an excess profits tax, or by increases in upper bracket individual income taxes—appeared to be dependent upon the possibility of meeting additional Federal expenditures out of existing income. Mr. Austern reviewed the 1948 Federal budget, and pointed out that in all likelihood there would be an increase in expenditures for national defense from 10.6 billion to 15 billion, in other budget items such as foreign relief, social welfare expenditures, those for national resources, with the possibility of a Federal budget for the next fiscal year of between 40 and 44 billion dollars.

Associated with taxation was the problem of renegotiation. It was pointed out that the use of renegotiation on any contracts for the armed services had become an accepted policy, and that in all likelihood reenacted renegotiation statutes soon would cover all expenditures for the armed services. Mr. Austern recommended that a committee to deal with this problem might be authorized, and the Board authorized appointment of such a committee.

Following a general review of recent developments in the field of the anti-trust law, including the use for the first time of the criminal provisions of the Robinson-Patman Act, Mr. Austern suggested that numerous statutory changes might be expected. One amendment might make cease and desist orders of the Federal Trade Commission self-executing with violation subject to a civil penalty. Another is expected to be the early enactment of the Kefauver bill making unlawful the purchase of the assets of one company by a competing company where competition would be substantially affected by the acquisition.

Against this background, the impact of the recent Supreme Court decision in the Cement Case and possible changes in the rules controlling the legality of delivered price selling, freight absorptions or equalizations, and the right to meet competition were considered. This subject was summarized in the INFORMATION LETTER of October 2, pp. 330-332.

At the conclusion of fairly extensive discussion of these questions, the Board directed that the Association obtain from the entire industry the full facts for presentation to the Capehart Committee, which is conducting public hearings on freight absorption.

Nutrition occupied a prominent place on the Board's considerations with a report by Dr. E. J. Cameron summarizing the six-year research program sponsored jointly by the Can Manufacturers Institute and the National Canners Association; a report by Secretary Carlos Campbell on the special publicity presentation highlighting nutrition research that had been staged in the form of a press conference in Chicago, November 10; and by the two luncheon speakers, Lt. Col. Joseph S. Kujawski, commanding officer, Food and Container Institute of the Armed Forces, and Dr. Conrad A. Elvehjem, Dean of the Graduate School, University of Wisconsin and a collaborating scientist in the CMI-N.C.A. nutrition research program. (These reports and speeches are reproduced elsewhere in this issue of the LETTER—Dr. Cameron's on page 371; Mr. Campbell's, page 370; Col. Kujawski's, page 372; and Dr. Elvehjem's, page 373. The INFORMATION LETTER of November 13 reproduced details of the exhibits and press releases that featured the press conference.)

Following resumption of the meeting after the luncheon session, members of the Board were given a special showing of the new sound-color film, "Better Labels," prepared by the Labeling Committee and the Labeling Division. The film had been shown

the previous day at the meeting of the Administrative Council.

The next order of business was the report by H. N. Riley, Chairman of the Scientific Research Committee. Mr. Riley stated that both the Washington and West Coast Laboratory programs are running on schedule and that each Laboratory is operating within its budget. The work, he stated, is running at about 50-50 between pure research programs and member services. Should any reduction of activity be required, he said, it would have to be at the research rather than the service end.

Building Committee Reports

A report of the progress being made by the Buildings Committee was presented by Chairman W. F. Dietrich, who first reviewed the financial picture, summarized on behalf of the Western subcommittee its activity, and then asked Mr. Riley to present developments made by the Eastern subcommittee. The highlight of his report, however, was the news that the Eastern subcommittee, with the approval of the full Committee, was going ahead in contracting with its architects for detailed plans and specifications of the new Washington building to be submitted for construction bids and presentation to the convention meeting of the Board.

Mr. Dietrich told the Board that his Committee would need no further authority before the January meeting and that at the meeting of the Committee on Wednesday, November 10, the Committee had instructed the Eastern and Western subcommittees to stay within limits of $950,000 and $450,000, respectively, thus allowing $100,000 as a contingency reserve out of the $1,500,000 program. Funds raised so far, Mr. Dietrich reported, indicated the necessity for additional work. To accomplish this the Committee authorized a subcommittee headed by Fred Heinz to intensify the campaign among the supply industries for contributions.

Western subcommittee developments have been complicated by the desirability of fully investigating the cost of remodeling the newly-acquired Steiner Street property as against recommending new construction on the Berkeley site, Mr. Dietrich reported. He assured the Board that this dilemma would be resolved before the next meeting in January.

Mr. Riley reported for the Eastern subcommittee by discussing approved preliminary outline plans for an L-shaped building to be located on 20th Street, N. W., between L and M Streets in Washington. The building will include a basement and three floors, with a foundation designed to take an additional floor in the future. The approved preliminary plans show general administration on the first floor, the Home Economics and Claims Divisions and Laboratory administration on the second floor, and the research Laboratories on the third and basement floors. Tentative front elevation sketches of the new building also were presented by Mr. Riley.

Chairman B. C. Olney of the Public Relations Committee in reporting on activities in the field of public relations and publicity this year, recommended that in view of the importance and scope of an Association public relations program the status of the Committee be changed from that of a Special Committee to that of a Standing Committee. The Board voted its approval of this recommendation. The Public Relations Committee report is reproduced in full on page 369.

The final item of business on the Board program was a report by Chairman R. H. Winters of the Agricultural Policy Committee. Details of the plans of this committee to engage in a comprehensive study and survey of agricultural legislation and economic relationships are presented in full on page 368.

N.C.A. Finances Under Study By Special Budget Committee

So as to permit more time for preparation of the Association budget that will be submitted to the Finance Committee next January, the Budget Committee, a subcommittee of the Finance Committee, made the following two recommendations at the Chicago meeting of the Administrative Council:

1. That in order to make a more reliable estimate of the 1949 income, requests be mailed to all members for a report of their 1948 pack as of December 1, including that to be packed during December.
2. That committees of the various divisions be instructed to prepare budgets based:
   (a) On a continuation of the present activities
   (b) Cut to the lowest possible figure essential to efficient operation.

The Administrative Council approved these recommendations and, accordingly, the Budget Committee, between now and January, will complete its detailed analysis of the Association's sources of income and study carefully the budget recommendations of the various Committees with a view to reconciling the two in the preparation of 1949 Association budget.

COMMITTEE REPORTS

REPORT ON THE 1949 CONVENTION

By Robert A. Friend, Chairman, Convention Committee

Your committee has worked closely with the staff and the officers in earnest and painstaking efforts to build a convention program and schedule at Atlantic City next January that will accomplish two main objectives:

1. To offer the fullest possible opportunity for canner contacts with brokers, buyers and suppliers.

2. To present a program of the highest possible standard and value.

We are able now to report a number of detailed arrangements and plans which we feel will achieve both of these objectives, and we think this will be apparent as I attempt to report to you, on a day-by-day basis, how we have programmed the events of the next convention.

Friday, January 14, is the opening day of the Canners Convention. On that afternoon a very strong joint canner-wholesale grocer session has been scheduled at the Ambassador Hotel. Details of this program will be announced shortly. We've had a sufficient preview of them to warrant the statement that this program will be well worth your patronage, and is a fitting opening gun to a series of planned contacts with buyers. In this connection we are happy also to report that buyer attendance at this convention is well in advance of previous years. There have been marked increases in the room allotments requested by food chain executives, supermarket executives, and wholesale grocers. More canned foods buyers will attend the 1949 convention than we have had in previous years.

The N.C.A. staff reports that room applications from canners are ahead of this time last year and that good advantage is apparently being taken of the opportunities provided for can-

ner - broker - buyer - supplier contacts since a high percentage of arrivals is scheduled for the 14th. In spite of the fact that last May your Convention Committee was obliged to report that the National Food Brokers Association had decided to break a 42-year tradition and would not meet officially with the N.C.A., we can report that individual canned foods brokers will be there in good numbers. It is gratifying that our pleasant relationships with canned foods brokers are thus being continued despite the separation of the official programs of the two organizations, and the resultant hardship this is working on members of both organizations.

On Friday evening, the 14th, the Canning Machinery & Supplies Association, which incidentally has done a magnificent job of promoting and publicizing next year's convention, will stage a preview of its big exhibit.

Saturday and Sunday, the 15th and 16th of January, are generally open for contacts and appointments between canners, suppliers, brokers and buyers, with meetings of the Administrative Council and Board of Directors of the N.C.A. scheduled for these dates, respectively.

Monday morning, January 17, has been set aside for the Opening General Session. This is a strong program. On it will appear President Howard T. Cumming; the Honorable Harold Stassen, president of the University of Pennsylvania; the Honorable Lowell B. Mason of the Federal Trade Commission; and our own counsel, H. Thomas Austern, who will discuss the effect of the new legal rules of pricing. Except for technical sessions of the N.C.A. Raw Products Bureau, the Laboratories, and Fishery Products Division, Monday afternoon also will be open for canner-broker-buyer-supplier contacts.

On Tuesday morning, January 18, another outstanding program session has been developed. This will be a Symposium—*not a Panel*—on the subject of Canned Foods Merchandising. Harold Patterson of our committee has undertaken the responsibility of developing the details of this program and has done an outstanding job. A formidable array of impressive authorities has been booked to treat canned foods merchandising from the viewpoints of the various producing and distributing organizations:

J. R. Peachey, president of Loblaw Groceterias, Inc., Buffalo, will speak for the Super Market Institute.

John R. Houck, of M. W. Houck & Bros., New York City, for the National Food Brokers Association.

Charles S. Ragland, C. B. Ragland Company, Nashville, Tenn., for the United States Wholesale Grocers Association.

Forrest Fraser, Assistant Director, Grocery Merchandising, The Kroger Company, Cincinnati, for the National Association of Food Chains.

W. T. Dahl of Dahl, Inc., Des Moines, Iowa, for the National Association of Retail Grocers.

Arthur Ehrenfeld, Francis H. Leggett & Co., New York City, for the National-American Wholesale Grocers Association.

Paul Willis for the Grocery Manufacturers of America, and the spokesman for the National Canners Association will be announced shortly.

A strong program for the Raw Products session is being developed for Tuesday afternoon, devoted entirely to the important problem of canner-grower relations. The second of our technical sessions is scheduled for that afternoon and the third of these conferences for Wednesday morning, on which occasion the Closing General N.C.A. session is booked. At this time the 1949 officers will be installed and the Convention resolutions voted upon.

We hope this summary of program details demonstrates that ample time is provided, in and around these schedules, for an important and desirable function of our convention, namely the business contacts we always make at convention time, and that the program sessions themselves are of more than usual merit and attractiveness.

Requests for room reservations are running higher than is customary at this time of the year. Normally the bulk of these requests does not arrive until late November and December so our attendance is likely to build further between now and convention time. It is hoped that those canners who have not sent in their room requests and the lists of brokers they would like to have accommodated will not delay too much longer. The load is heavier than usual this year, with the staff handling room reservation details that formerly were handled by the NFBA, and it would be not only helpful but efficient to avoid a last minute rush of paper work on room reservations.

One of the trade groups that can point to long years of close and cooperative connection with the N.C.A. in convention work is the Canning Machinery & Supplies Association. This year, as always, their officials and members have been outstanding in their cooperation and have really taken the lead in promotion and publicity efforts. S. G. Gorsline, the secretary of CM&SA and one of the leading exhibit managers of the country, is with us today and I'm going to ask him to give you a brief summary of what the machinery and supply people are doing convention-wise.

(*Editor's Note*—Mr. Gorsline displayed samples of the promotion literature being issued by CM&SA, and explained the budget and award features being made available to canners through courtesy of the machinery and supplies group.)

REPORT OF THE AGRICULTURAL POLICY COMMITTEE

By Russell H. Winters, Chairman

The Agricultural Policy Committee of the National Canners Association consists of the following members:

G. Sherwin Haxton, Haxton Foods, Inc., Oakfield, N. Y., A. D. Radebaugh, Blue Mountain Canneries, Inc., Dayton, Wash.; Scott A. Holman, Libby, McNeill & Libby, Chicago, Ill.; Edward H. Dunlap, Plymouth Canning Co., Inc., Plymouth, Ind.; T. Stran Summers, Chas. G. Summers, Jr., Inc., New Freedom, Pa., and your chairman.

At its first meeting, held on November 11, action was taken to enlarge the Committee so as to obtain a better representation of area problems and area thinking and to ensure the following three types of representation: (1) citrus producing areas, (2) open market purchasing, and (3) cooperatives.

It was felt desirable to have a comprehensive history of agricultural legislation prepared that would establish the functional pattern of development and that would demonstrate statistically the effect on the canning industry of each piece of such legislation. It was decided that Dr. Charles H. Mahoney, Director of the Association's Raw Products Bureau; DeVoe Willard of the Statistics Division, and Association Counsel be made subject to the Committee's call for needed services and for attendance at Committee meetings.

It is the general observation of the Committee that the November 2 elections indicate that the American public have endorsed the current patterns of agricultural legislation. Accord-

ingly, committee recommendations as to N.C.A. agricultural policy will be along realistic and parallel lines, differing generally only in degree. Our policy will thereby attempt to guide such legislation along lines that will be least offensive to the industry.

It is the intent of the Committee to investigate thoroughly the economic relationships of all agricultural crops as they are affected by different methods of determining parity and of designating support prices or floor prices.

Your Committee feels that in addition to the usual legislative approach a strong canner-grower relations program is necessary. This would be based upon a sound agricultural policy consistent with the interest of the industry and carried on at the grass roots level. We feel we should assemble a considerable fund of information of the following nature:

What other first processors (millers, packing houses, vegetable oil producers, etc.) are doing in the field of agricultural legislation both in areas of common interest and in areas of disagreement.

What is the viewpoint of the State agricultural colleges and the experiment stations—how do their theories differ from those of canners?

What is the viewpoint of State and regional associations on specific agricultural legislative problems affecting them?

All of these explorations are going to require questionnaires, correspondence, contacts and interviews and should produce a volume of fact and material for study and coordination. Your Committee intends to do this job conscientiously and thoroughly.

REPORT ON THE N.C.A.'S PUBLIC RELATIONS ACTIVITIES

By B. C. Olney, Chairman, Public Relations Committee

I am happy to report that the public relations efforts of the Association have shown a very definite upward trend this year. I think this is particularly remarkable in light of the Board's decision last Spring to postpone, temporarily at least, carrying out the recommendations of the Public Relations Committee.

Certainly, we can all be encouraged by this news of progress. However, I would like to caution you against drawing the tempting inference that added output does not require additional fuel. As practical businessmen, we know that just isn't so.

Last January the Association passed a resolution urging all in the industry to go all-out in publicizing certain essential facts about canned foods. These facts can be summarized as follows: (1) the initiative and enterprise of thousands of canners have made it possible for the average man's earnings to go considerably further in the purchase of canned fruits and vegetables than in pre-war years; (2) the industry continues to grow as a profitable marketing means for farmers; and (3) research and the ever-developing techniques of production enable the industry to do a constantly better job of bringing the harvests of the fields and the catch of the sea to the American people.

Now, let's review for a few minutes some of the more significant activities of your Association along these lines. Let's see how our accomplishments stack up when viewed against these broad, challenging objectives.

At the very outset, let me say that I am truly impressed by the achievements of the Association in spreading the truth about our products and the part we play in the economy of the country. I would like to take this opportunity to congratulate the men who have been responsible—especially Carlos Campbell, our Secretary, and Nelson Budd, Director of Information. They have done a truly outstanding job.

As you know, all of the divisions of the Association are able to create good will for the canning industry and for canned foods through their contacts and activities. A great deal was accomplished along these lines by the Home Economics Division this year. Its continuous program of releases and publications scored countless bullseyes among teachers, radio program managers, food editors, and other professional groups. Along with the Information Division, Labeling Division, Laboratories, Raw Products Bureau, and Division of Statistics, it supplied a great quantity of material to writers, editors and publishers, and frequently initiated ideas for features and articles.

As a result, a large number of articles favorable to the canning industry appeared in important publications. The INFORMATION LETTER usually reports on these, and I'll take time to mention only the outstanding examples; such as, the favorable articles in *Parents' Magazine, Better Homes & Gardens, Collier's Year Book, Encyclopaedia Britannica.* Several important house organs serving large employee circulations, such as the IBM magazine *Think,* and a number of trade and professional publications also carried material favorable to our industry.

Frequently, in the absence of a public relations director, two or more of our staff divisions collaborated on a job or one division handled it with the assistance of other divisions. The Information Division, for instance, issued press releases to the newspaper press and wire and radio services whenever the opportunity presented itself to achieve desirable publicity for the industry and its products. Subject matter for these releases was drawn from the work and findings of other divisions, from statements and speeches made by the Association's officers and staff members, or from newsworthy situations in the industry. The number of such releases increased this year. The total at the end of the third quarter of 1948 was approximately equal to the total for all of last year.

Through these releases, we tried to make the public conscious of the scientific and business soundness of the canning industry. We covered, for example, such subjects as quality control, our sanitation program, the work of the field laboratory, the nutrition program, the important contribution of canning to agricultural and labor payrolls, our work on labeling to benefit consumers, and the comparative stability of canned foods retail prices as compared with other foods.

We were able to intensify our press campaign on canned foods prices. The cooperative efforts of so many of you played an important part in making that possible. The record production of the canning industry resulting in a levelling off of canned food prices was highlighted in a number of speeches and articles by President Cumming, Vice President McGovern, and Secretary Campbell, and was given still wider circulation through a series of press releases. Graphic presentation of this message was inaugurated in the INFORMATION LETTER, and was later released to the press.

Each month we published a "Cost-of-Living-Meter." This graph repeatedly hammered home the story of how the prices of canned foods lagged far behind all other foods and all other cost-of-living items, for that matter. The figures showing the relative position of these three categories were drawn from the official monthly price indexes of the Bureau of Labor Statistics.

The Association provided the membership with copies of this illustrated material, and many of you were successful in getting it published in your local papers. Chain stores, wholesale grocers, brokers, and several trade associations, including State and regional canner groups, were supplied with this material. Our clippings show that it was carried in many of the large city dailies and was the subject of numerous editorials and syndicated columns. The story was on a national radio hook-up at least twice, and on several regional networks.

I would also like to point out that another concentrated campaign has been launched with the help of outside professional services. This publicity program is aimed at demonstrating the nutritive values of canned foods to the consuming public. The American Can Company has generously lent us the services of its professional agency, Carl Byoir and Associates.

I'm going to ask Secretary Campbell to describe the details of this campaign in a moment, but before I leave the floor I want to remind the Directors that last May your committee made a three-part recommendation: (1) that professional services be employed to do public relations work for the Association, (2) that the budget be adjusted to cover this expense, and (3) that the Public Relations Committee be made a Standing rather than a Special Committee.

We hope the Board will agree that this work is important enough to justify the Directors in taking action that will change the category of the Public Relations Committee from that of a Special Committee to that of a Standing Committee, and would like to recommend such action now. On the question of employment of professional personnel, we are now undertaking a job directed by outside professional personnel, as you will learn in a moment from Mr. Campbell's report. We would therefore like to delay action on that point at least until this program on the nutrition publicity project is further along. Our observation may result in concluding that the services of a public relations firm may offer the best. If such is your pleasure, this committee will be prepared at the next meeting of the Board in January to present its recommendations and a budget for your consideration.

New Gavel Presented To President Cumming

President Howard T. Cumming opened the Fall meeting of the N.C.A. Board of Directors, with what he described as "a little more vigor than was necessary" because he wanted to call attention to a brand new gavel recently presented to him by William Opitz of the Elkhorn Canning Co., Elkhorn, Wisc.

In recent years Mr. Opitz, a wood fancier and authority, has presented successive N.C.A. presidents with gavels fashioned of some wood that has some personal connection or relationship to the given president (a redwood gavel for Past President Rutz of California, for example).

The gavel Mr. Opitz had made for Mr. Cumming was produced from a piece of wood known as greenheart, out of the Tropics by way of Scotland. During his visit there this summer Mr. Cumming spent some time on the rocky coast of East Lothian, where the Firth of Forth is located. The location is famous for numerous shipwrecks and many years ago a heavy log was brought up there from a sailing ship that had foundered. It had been used for several years for chopping blocks, for ornamental lamp bases and other purposes in the neighborhood, but Mr. Cumming's host in Scotland was able to find enough of the wood remaining. The material was sent to Mr. Opitz and the gavel produced.

In accepting it, Mr. Cumming said, "I want to express the hope that as I use this gavel, it may instill in me a little of the strength that is in the wood; a little of the fairness and justice of the Scotch into whose hands it came; and a little of the kindness of Mr. Opitz who made and presented it to me."

REPORT ON NUTRITION PUBLICITY

By Carlos Campbell

A press conference and scientific demonstrations and exhibits were presented Wednesday morning, November 10, for the purpose of previewing the key aspects of the six-year nutrition program sponsored jointly by the N.C.A. and the Can Manufacturers Institute.

At the press conference, attended by some 50 press representatives, actual demonstrations of scientific food analysis techniques, using standard laboratory equipment, were conducted, and the exhibits shown in this room covering the scope and extent of the research and its findings were on view for the press representatives.

Dr. E. J. Cameron, Director of the N.C.A.'s Washington Research Laboratories, summarized the research findings in terms of better diets and new information of vital importance to housewives' cooking habits. Today you will hear from him and also from two other speakers prominent in the food field, each in his own special way. Both will speak at the luncheon meeting of the Board.

Lt. Col. Joseph S. Kujawski, commanding officer of the Food and Container Institute of the Armed Forces, located in Chicago, will demonstrate the importance of newly-discovered research data in terms of military feeding.

Dr. C. A. Elvehjem of the University of Wisconsin, discoverer of niacin, the B-vitamin, and a collaborating scientist in the N.C.A.-CMI nutrition research program, will follow Colonel Kujawski with an address on the nutrition studies.

The national defense significance of the canned food research program in terms of industrial mobilization planning activities of the National Security Resources Board was discussed Wednesday by President Cumming and by Colonel Kujawski, both of whom were questioned at the press conference.

Through the public relations firm of Carl Byoir & Associates, Inc., whose services were made available to the Association by the American Can Company, it was arranged for $2,113,000 in actual currency to be brought to the Palmer House, under strong armed guard, as part of the demonstration of the vitamin values and other nutritive values of canned foods revealed in the N.C.A.-CMI research program. The $2,113,000 in currency was made available as a public service by the American National Bank & Trust Company of Chicago.

"Mrs. America of 1948," Mrs. Maria Strohmeier, 21-year-old housewife of Philadelphia, was one of the press conference principals. A creator of recipes that have been syndicated, her news and picture value was utilized by the Byoir staff to assist in picture coverage of the event by the several news reel, television and newspaper cameramen present.

REPORT ON THE NUTRITION PROGRAM

By E. J. Cameron,
Director, Washington
Research Laboratories

It is appropriate to report to the Board of Directors once a year on the status of the N.C.A.-CMI Nutrition Program, which is now in its seventh year, and at this meeting a public relations program has been planned for the press and others to emphasize the highlights in the developments that have arisen from the program. Members of the Board and others in attendance are urged to visit the nutrition exhibit which we have in the hotel and to discuss the various aspects of the program with those of us who have been associated with this important project. It is an opportunity to obtain visual information about how your own products were tested and how the general program was conducted. We have attempted to keep the industry currently informed of our progress, but I think that we can make much greater headway by using illustrative techniques.

As has been told you in the past on various occasions, this program was put into action in 1942 and to an important extent the work was stimulated by the National Nutrition Conference which was held in Washington in 1941. The conclusions of the Conference emphasized the weak spots in the national nutrition pattern, and its recommendations called for studies of the nutritive factors of existing products as well as investigations that would lead to improved nutrition. To a definite degree, our program was planned to meet such specifications and in particular, through the National Research Council, we attempted to supply for canned foods the information needed by the armed services. During the war we worked closely with the Committee of Food Composition, whose chairman was Dr. C. A. Elvehjem, our luncheon speaker.

Our nutrition studies have followed two basic lines of research, although there have been side studies into other areas. Our Phase I investigations have applied to the determination of the principal nutrients that are to be found in foods after canning. Samples of more than 40 non-formulated products were collected in 1942 and 1943 and assayed for six vitamins, three minerals, fat, carbohydrate, and protein. The samples of fruits, vegetables, and fish were taken from all of the large production areas in order to obtain complete geographical coverage, and the assays for nutrients were conducted in universities that were selected for the project. We have estimated that in these and collateral studies, a total of more than 40,000 assays were made by participating laboratories, and the test materials comprised more than 50,000 cans of food. In 1942, 243 canners were sampled, and in 1943, 283—a total of 526.

Phase II of the program has included the so-called "plant improvement" studies which were undertaken to show the way to improvement in methods and equipment and thus to greater nutrient retention. In these studies, products have been followed step-by-step from the time they reach the cannery on through the final processing operation. They have included studies of storage effects under conditions of controlled temperature and in commercial warehouses. As a companion study there has been a two-year temperature survey of 50 warehouses located in representative parts of the country, the report on which is in its final stages of preparation. Following is a list of the universities at which our nutrition work has been done and the number of grants placed with each university:

Location and Number of Nutrition Grants

Location	Number of Grants
University of Arizona	1
University of Wisconsin	7
University of Texas	1
University of Chicago	4
University of Maryland	4
Pennsylvania State College	5
Michigan Agricultural Experiment Station	2
Cornell University (N. Y. Agr. Exp. Sta.)	2
University of California, L. A.	1
Total	27

I think that it is safe to say that as a result of the N.C.A.-CMI Nutrition Program to date we know more about the nutritional values of canned foods than is known about any other type of processed food. The dietary information that has been developed has provided a broad insight into the nutritional value of canned foods, and the information is applicable to the needs of food specialists, to home economics experts, to the armed forces, and to those interested in institutional feeding.

Among the problems currently under investigation, principal interest attaches to the work on amino acids at the University of California in Los Angeles, and the University of Wisconsin. In recent years the nutritionist has been giving increasing attention to the role of amino acids in human nutrition, especially those which are in the "essential" category. A few years ago when Dr. W. C. Rose, working with the support of the Nutrition Foundation, reported the dramatic occurrences in animals and man resulting from the absence of these essential protein fractions, our Nutrition Committee gave serious consideration to the support of protein studies on canned foods. We were deterred from initiating studies at that time, however, due to difficulties concerning methods. More recently, microbiological methods have been employed that appear to be reliable and rapid, and easy to perform. With that assurance, the Committee, in 1947, voted to undertake Phase I amino acid studies in certain canned meat and fish products.

The first year's study of amino acids in meat and fish products is near completion. Products which were selected for assay have been analyzed in the raw (frozen) and canned condition. We have included luncheon meat, whole boned ham, sardines (Pacific and Atlantic), tuna, salmon, mackerel (Pacific and Atlantic), and fish flakes. The tests are being made on similar products in the two universities, a unique arrangement the results of which will prove valuable as a basis for a critical appraisal of the methods that were used. The Nutrition Committee is hopeful that the initial findings will justify further exploration into the field of amino acids in canned foods. This is a newly-developed branch of nutrition, and we may look for valuable information to come out of studies on high protein canned products.

Other studies which are currently active include observations on the effect of holding blanched products prior to filling (Michigan State), and the study of storage stability of ascorbic acid in tomato products (N.C.A., S.F.).

Just completed is a study of carbohydrate balance in syrup-packed fruits. This work was done at the University of Maryland and the purpose was to determine whether in canned fruits the sugar will equalize between the product and syrup. Apparently there is substantial equalization and if this is confirmed, hospital dietitians can be provided with directions for the easy determination of the amount of sugar in a serving of fruit and syrup where special diets are involved.

Thus far, 26 manuscripts have been published in scientific journals, and 15 are in preparation or have been accepted for publication.

The Home Economics Division has been active in translating the findings of the program into terms most useful for home economics workers, teachers, and others. Ten advertisements were prepared in 1946, the last three of which appeared the first three months of 1947. A new unit of advertisements was prepared in 1947, three pages of which appeared in that year and the fourth in January, 1948. Seven professional magazines were used.

Also in 1948, the nutrition information has been used as indicated by the following table, which shows the nature of the publications and the numbers of copies issued to date:

Canned Foods in Modern Meals..... (8 page educational leaflet on canned foods for use of food classes, nutrition groups, club women)	356,250
Canned Food Tables (first edition).... (Vitamin table of foods assayed in N.C.A.-CMI work)	290,000
Canned Food Tables—Revised edition.. (Nutritive values table of foods assayed in N.C.A.-CMI work—released October 11, 1948)	88,800
Story of the Canning Industry..... (General information and references for further study about the canning industry and products—released Sept. 20, 1948)	10,000

On Tuesday of this week, Dr. R. W. Pilcher, of the Executive Nutrition Committee, presented a paper titled "Nutrient Retention During Canned Food Processing and Production" before the Boston meeting of the American Public Health Association. This paper was under the authorship of three of the Committee and included not only a review of more important findings, but also the observation that nutrients in all kinds of foods are subject to changes as a result of method of preparation for consumption. This paper constituted an important part of a symposium on the retention of nutrients in processed foods.

Work continues on our Phase I bulletin. This is an editorial job and progress towards completion has been disappointingly slow, but it should be available in print sometime during the early part of 1949.

I think it well at this point to summarize the financial details of the program. Since 1942, $256,000 has been applied to the support of the work by the National Canners Association and the Can Manufacturers Institute. Of this sum, $126,000 has been spent on the nutrition grants. The nutrition reserve fund is presently about $55,000. The remaining $75,000 has been spent over the six year period on salaries, purchase of samples, expressage, travel, meeting expenses, and other miscellaneous details.

No money support was requested for 1948 in view of the favorable position of the nutrition reserve fund. It is probable, however, that moderate additional support may be requested for 1949 when the budget is determined.

The Executive Nutrition Committee will meet here in Chicago next week for a two, or possibly three, day session. At that time there will be suggestions concerning work under way and a program for 1949 will be planned. One important subject for consideration is whether we should now repeat at least part of the 1942-3 Phase I work in order to obtain a broader concept of nutrition of canned foods. This work is quite extensive and calls for a very considerable amount of work by N.C.A. and can company technologists in obtaining the samples. As a minor activity, there may be an expansion of the work on the distribution of sugars between syrup and solids of canned fruits. Other suggestions include study of assay methods for ascorbic acid and investigation of factors affecting ascorbic acid stability in canned foods.

At our meeting we shall discuss also the desirability of undertaking an investigation on sodium in canned foods. There has been an increasing literature on low salt diets and it has been stated that without rigid restriction of salt, many patients with heart failure do not improve despite other therapeutic measures. It is contended also that patients with hypertension, renal disease, and certain forms of liver disease often benefit greatly from diets containing less than 1 gram of sodium chloride daily (*Nutrition Reviews*, September, 1948).

A few canners pack dietetic foods to which no salt or sugar has been added. Possibly the availability of such foods should be extended because canning is an ideal method of distribution of such products. In our nutrition program we do not intend to include nutritional research in the field of medicine, but if there is substance in the claim that low sodium foods are necessary in the control of certain ailments, it would be to the advantage of the canning industry to know something about the sodium content of its products.

I wrote recently to one authority and inquired whether he felt that research of this nature is needed. He stated, among other things, that in his opinion it would be highly desirable for the National Canners Association to undertake a study of the sodium content of canned foods, not only fruits and vegetables, but also meat and fish. He believes that there is no longer any doubt that sodium and potassium play an important role in the etiology of high blood pressure and possibly directly in diseases of the heart muscle. Under the circumstances, it may be predicted that there will be growing demands for canned products without added sodium.

I don't know whether the Committee will decide to recommend this project, but I have gone into a little detail concerning it because it illustrates a possible ramification in our program that would provide information on special nutrition problems.

CANNED FOODS AS AN OFFENSIVE AND DEFENSIVE WEAPON

By Lt. Col. J. S. Kujawski, Commanding Officer, Food and Container Institute

From past experiences it has been determined that canned food is one of the most important offensive and defensive weapons possessed by the United States.

One example of that activity, your industry's nutritional research program, represents an important advance in our basic knowledge concerning military ration requirements.

The importance of canned foods in any future conflict, as well as in the peacetime maintenance of our national defense system, can hardly be overestimated. In World War II about two thirds of the food consumed by our troops came to them in cans. We therefore attach great importance to the new array of scientific facts which we now have available on the minerals, vitamins, and other food elements contained in canned foods.

It seems clear, from the record, that the can manufacturing and food processing industries have played equally important parts in giving America victory in time of war and in helping to bolster our national defense system in peace time. The reasearch that has been recently carried out by nine leading universities, in cooperation with the industry, serves to emphasize

and verify what we had found from practical experience in the past: namely, that military units fed largely on canned foods may be expected to receive caloric and vitamin rations suitable for maintaining their health at the high level necessary for combat.

OBSERVATIONS ON THE CANNED FOODS RESEARCH PROGRAM

By Dr. C. A. Elvehjem,
University of Wisconsin

Adequate knowledge and use of the values for the composition of all the foods which make up our human dietary and the figures for the daily requirements for all essential nutrients should go a long way toward reaching the goal of optimum nutrition for all.

The establishment of dietary requirements must be left largely in the hands of biochemists, nutritionists and clinical workers. This does not mean that many other groups cannot be effective in educating the public in the proper use of these established values. The producers, the food processors and the food technologists can do much to make available the figures for the composition of all the components of the human diet or, in the words used at the United Nations Conference on Food and Agriculture at Hot Springs, Virginia, in 1943:

"Men cannot eat more foods and more healthful foods unless these foods can be obtained from the land or sea in sufficient quantities. If more and better food is to be available for all people, producers must know what they are called upon to do. They must usually be assured that their labors will earn them an adequate livelihood."

The food supply used to be measured in tons or pounds, but as each new nutrient was established, biochemists and nutritionists became interested in determining the amount of these substances in our food supply. Therefore, at the present time we think in terms of milligrams or grams of iron, thiamine, niacin, calcium, etc.

Laboratory workers have been interested in perfecting simpler and shorter methods for the estimation of these nutrients, but in doing so they often pay little attention to the type of food material which they analyze. Hundreds of papers have been published dealing with the composition of foods, but relatively little effort was made before the last war to compile these values into useful tables. Professor Henry C. Sherman attempted to tabulate the available figures in his "Chemistry of Food and Nutrition", and the workers in the Bureau of Home Economics prepared tables dealing largely with the approximate composition of fresh fruits and vegetables.

In the fall of 1942 the Office of the Quartermaster General requested the Food and Nutrition Board of the National Research Council to establish a committee to assemble, coordinate and appraise data on food composition. In this huge compilation of figures, the approximate mineral and vitamin value of some 200 foods was made. A thorough search was made of all reliable data in the literature and a public request brought in a vast amount of unpublished data from laboratories throughout the country.

The organization, early in 1942, within the State Agricultural Experiment Stations and the Department of Agriculture, of a National Cooperative Project on the conservation of the nutritive value of foods also served to focus attention on this problem. In some cases special research projects were established such as that sponsored jointly by the National Canners Association and the Can Manufacturers Institute. This program made available many figures on canned products but had a much greater effect on the over-all program dealing with food composition.

As I indicated earlier, the laboratory worker usually analyzes the first sample which comes to his attention regardless of whether that sample is typical of the food material he wishes to analyze. The program administered by the Executive Nutrition Committee of the National Canners Association and the Can Manufacturers Institute, assisted by three area Industry Advisory Committees, established a model which has received and will continue to receive a great deal of consideration. In 1942 the program included assays on 823 samples, representing 32 products for six different vitamins. Ordinary run-of-the-mill samples were collected so as to obtain the nutritive value of the major canned products in the United States. One sampling at a single plant for a given period during the season consisted of 36 retail size cans or six to twelve No. 10 cans. Where maturity was a consideration, as in the case of peas, plants were sampled three times, early, mid-season and late. A complete history of the samples was obtained at the time of sampling in order to determine any possible trends after all the data were collected. The samples also were collected throughout the United States depending upon the average production of the given products in a given area. When the canned products were analyzed, six retail size cans were combined into one composite sample in order to eliminate possible differences between one can and another.

It is unnecessary to give further details except to say that the program was planned and carried out in a most effective manner. Studies of this kind have been continued and expanded to other determinations including the amino acid content of a variety of canned food products. The final table, prepared by the Food and Nutrition Board and published as U. S. Department of Agriculture Miscellaneous Publication No. 572, includes many of the values obtained in this program.

Everyone recognizes that natural variations in the vitamin content of plant foods occur and that these variations are affected by the soil in which the plant is grown, by the climactic conditions under which it is grown, the varietal differences and by the effect of the maturity and the part of the plant sampled. For example, the thiamine content of the eight different varieties of potatoes varied from .03 to .16 mg./100gm., or a variation of over 500 percent, whereas the average variation was only 22 percent for potatoes of the same variety grown on the same plot and harvested at the same time. However, when a large number of samples are analyzed, the average figure obtained is much more reliable. For example, canned tomato juice analyzed in 1942 and 1943 under this nutrition program showed almost identical results. Ninety-four samples of canned peas were analyzed for riboflavin in 1942 and 57 in 1943, and the figures for the two years were very similar.

The establishment of values for products as consumed has encouraged many industries to study possible losses resulting from the processing methods and to investigate procedures which might be used to eliminate these losses. In some cases such losses can be eliminated; in other cases we must recognize some loss, make such losses known and decide how they can be compensated for. The canning industry has been especially effective in recognizing these principles and has done much to use these principles in an effective nutrition program. Food

processors have done much to overcome local practices which have grown up around certain food products and around accepted dietary habits which tend to precipitate deficiencies in population groups. Nothing has been more effective in coping with these problems than the wider and more uniform distribution of milk, meat, fruits and vegetables, through the packaging of these products in more attractive and useful forms and through the availability of these products at relatively little cost.

Food processors have gone even further in the nutritional improvement of foods through the preservation of the nutritents naturally present in them and through the addition of available synthetic nutrients. Thus we have new products, we have improved products and I hope we will continue to have more and more accurate information regarding the complete composition of these foods. There is, however, one additional program to which I believe everyone should give attention. Food industries should be interested in disseminating the available information to the general public. There are only two ways of taking advantage of our newer knowledge. We can legislate—we can educate. I am not as opposed to legislation concerning food products as many people are, but I believe most of us realize many of the difficulties encountered. Education is certainly a productive possibility since the American people are anxious and eager to learn more about their food supply. I wonder if you all realize how few courses are given in nutrition in our universities and what a small percentage of the students enrolled in universities take a fundamental course in nutrition.

This leaves two methods for educating the public. The first is through popular writers on nutrition and the second is in the form of advertising. If the recent article in the November *Reader's Digest* entitled "Eat, Drink and Be Merry" is typical of popular articles on nutrition, I am not very optimistic about the future. My personal belief is that considerable progress can be made through advertising, especially since such large sums of money are available. Very roughly the national income is two hundred billion dollars per year. One billion dollars is spent on research and development. Most people agree that this amount should be increased to two billion dollars. The figure I have found for advertising is 3.8 billion dollars. Therefore, there is no reason why every new scientific development which improves human welfare should not be carried to the interested public in the most effective manner.

There is much valuable information to be dispensed but it is unfortunate that most of the advertising material merely skims the surface. The same point is repeated and repeated many, many times until any intelligent individual is sickened by it. It is time that the advertising people dig deeper into our rich fund of information in order to get the material across to the public. I realize that some advertising must be done for the sake of selling, but much of the advertising is recognized as educational in nature. I would suggest that the food industries disseminate their information educationally, without attempting to assure longevity to the public where their products are consumed. Moreover, the people are interested in knowledge for knowledge sake and they like to know how you can determine the thiamine content of a food as well as to hear that one product contains twice as much thiamine as another. I believe if we recognize this point everyone will profit to a greater extent than when we emphasize the spectacular or the difference between food products.

We also need to emphasize that no one product makes up our entire diet but each food contributes its important part and that we are, after all, interested in the total of all the component parts. I think it is time that we refrain from reminding the people of this country that 75 percent of us are malnourished. I am not prepared to say what the correct percentage is, but I am sure greater progress could be made if we give the public information rather than guarantees that their health will be improved. I know we have extremes both ways and that statements are made that there are no vitamin deficiencies in this country. I suppose the easiest answer to this is that no one will argue that we do not have pernicious anemia in this country. The recent research on pernicious anemia indicates that the preventive factor is vitamin B_{12} and therefore the very existence of pernicious anemia shows a deficiency of a given vitamin. I am not prepared at this point to state why such deficiencies develop in certain people and not in others but further research on what happens in the digestive tract will go a long way in elucidating this problem and I am sure that the public will be interested in this story when it is completed.

My plea, therefore, is that the 3.8 billion dollars annually spent in advertising be used as effectively as have the meager sums we have had for research in the past.

Past President Emil Rutz Presented Engrossed Scroll

In keeping with the established custom of the Association, President Howard T. Cumming presented an engrossed scroll to Past President Emil Rutz in commemoration of Mr. Rutz' service as president of the National Canners Association. The presentation took place at the Friday morning Board session.

Official text of the scroll received by Mr. Rutz follows:

In President Emil Rutz the Association has had the benefit of decisive leadership, and the canning industry the guidance of a penetrating thinker and forward-looking business philosopher. For him the illusive details of the moment have never obscured the basic economic precepts upon which free enterprise is founded, and it was his constant conviction that upon these only can the canning industry endure. Fearless and forthright statement of these economic truths gathers force from his gift of elegant yet apt language and rich metaphor. But neither meeting the constant call for effective action nor seeking a profound understanding of the business facts and logic satisfied his concept of serving: no matter how small the task, Emil Rutz has always in gracious fashion brought to every member of the staff an enthusiastic interest and a wise counsel, and to every canner a genial friendship. In him the Association and the industry have had an inspiring leader.

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